

## Notice of Proposed Sole Source Procurement

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Notice Number: **NOSS04163**

Date Posted: February 23, 2004

Due Date for  
Comments: February 27, 2004  
**at 5:00 pm**

The Utah Procurement Code provides that a procurement may be made without competition when there is only one source for the required supply or service. Therefore, a "sole source" procurement is justified if there is only one product or service that can reasonably meet the state's need and there is only one vendor who can provide the product or service.

The Division of Purchasing has received a request to make the following sole source procurement.

Requesting Agency: **PUBLIC SAFETY**

Product and/or service to be purchased: **BUCKLED OR BUSTED MEDIA CAMPAIGN**

Proposed Sole Source Supplier: **PENNA POWERS BRIAN & HAYNES**

Sole Source Justification: **The Utah Highway Safety Office (UHSO) has been working with Penna Powers Brian Haynes (PPBH) for the past four years on the Buckled or Busted seat belt enforcement campaign. The campaign was awarded to PPBH as a result of a competitive procurement process in 2001. The campaign has been and continues to be very successful.**

**The National Highway Traffic Safety Administration (NHTSA), which is the funding source for the project, requires the state's programs to include an enforcement element along with an intense media effort. The media plan for the campaign has been one that has required much planning and approval from NHTSA. The UHSO has had to work extensively with PPBH to develop a strong and effective plan to increase belt use. This plan is an extremely important aspect of the overall campaign and has lead to a strong working**

relationship with PPBH who has a deep understanding of the goals of the campaign and our department.

The campaign has picked up momentum with each year, as the UHSO and PPBH has worked together to strengthen its messaging. Public recognition of the campaign is growing and the enforcement community is becoming increasingly supportive of its efforts. In addition, the campaign's creative artwork and messaging has been accepted and approved by the NHTSA. In turn, the UHSO does not wish to change any of its partnerships, especially as they relate to the messaging of the project, as this may negatively impact the momentum and direction of the campaign.

The campaign has been approved to receive an additional year of funding with the potential of being awarded funds beyond that time. As part of the approval process, the UHSO must certify that the campaign will maintain its focus and momentum. Therefore, the UHSO is interested in continuing its partnership with PPBH, as we are very satisfied with the services that are currently being provided by the agency.

If for any reason any party does not agree with the proposed sole source procurement, please email **Nancy Orton** in the Utah Division of Purchasing at **[nancyo@utah.gov](mailto:nancyo@utah.gov)** prior to the "Due Date for Comments" indicated above.